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DRAWINGS (20 SHEETS)

Inventor(s): Naoya Takao et al.

Title: **TRANSMISSION/RECEPTION SYSTEM
AND METHOD FOR DATA BROADCAST,
AND TRANSMISSION APPARATUS FOR
DATA BROADCAST**

**Attorney's
Docket No.:** NAK1-BO40

EXPRESS MAIL LABEL NO. EL 852658877 US

DATE OF DEPOSIT: April 4, 2001

fig. 1

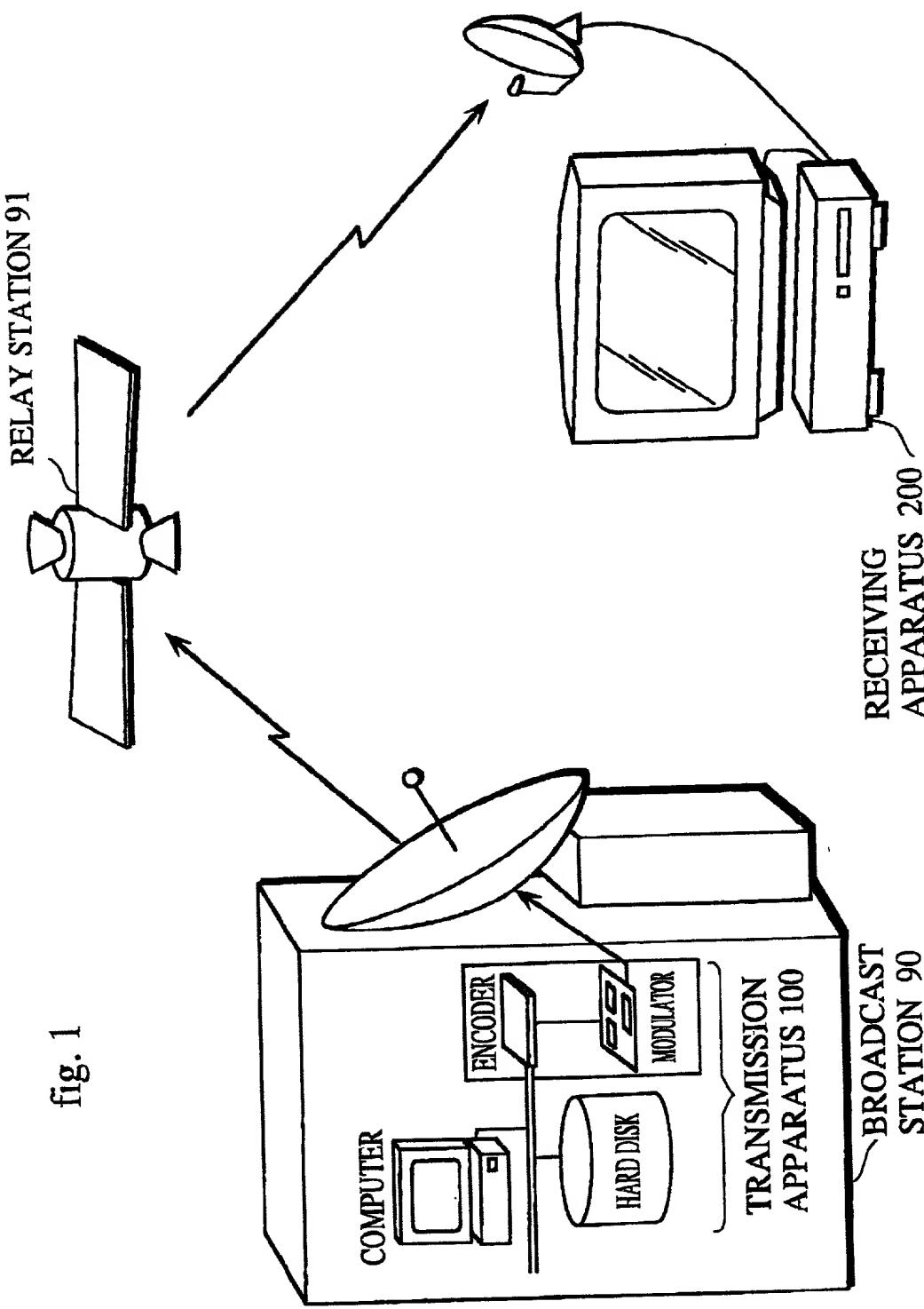


fig. 2

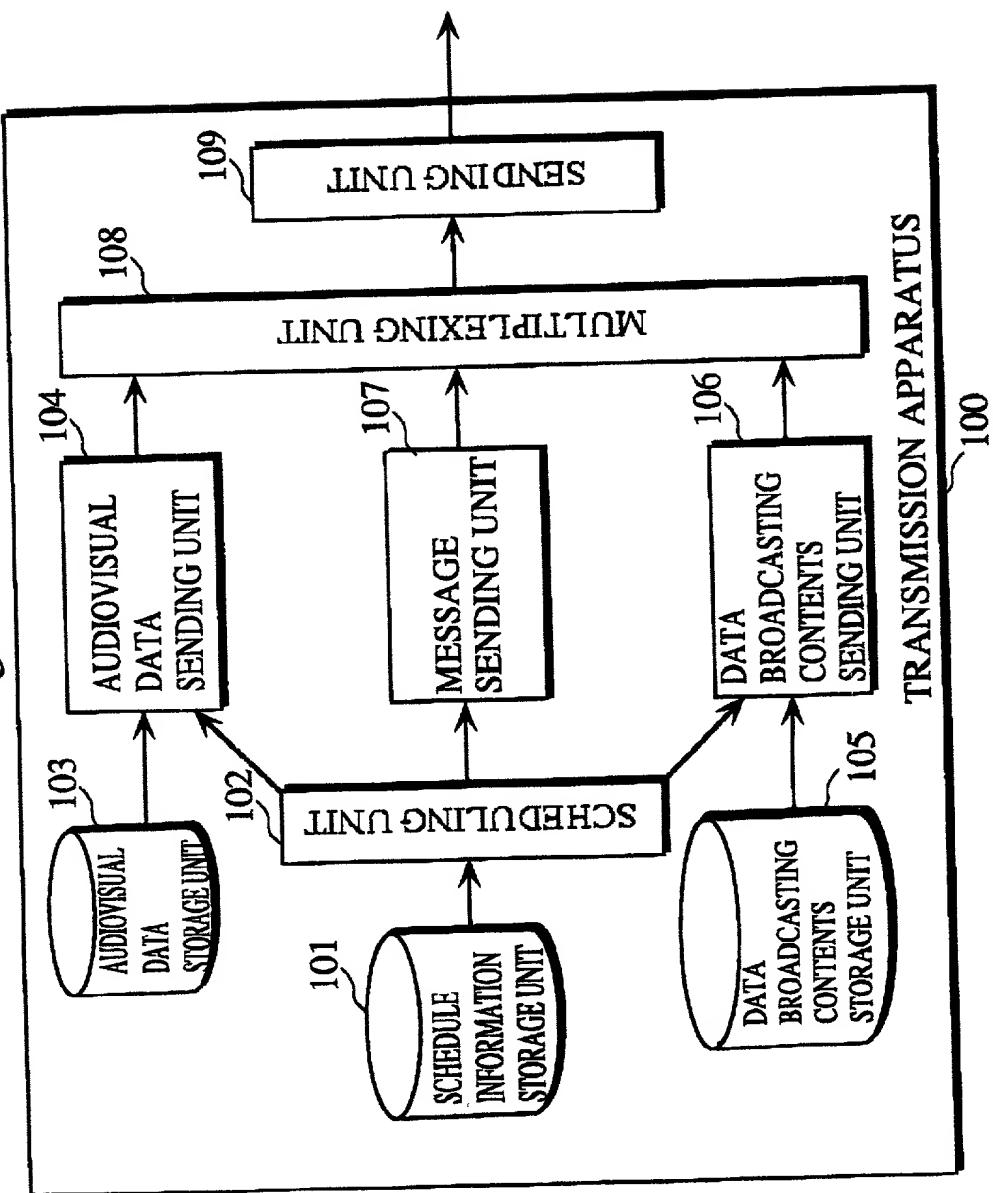


fig. 3

SCHEDULE INFORMATION 150		
START TIME	AUDIOVISUAL DATA MANAGING CODE	DATA BROADCASTING CONTENTS MANAGING CODE
7 : 00 : 00	AV01	C01
7 : 13 : 00	AV02	C02
7 : 15 : 00	AV03	C03

fig. 4

170
DATA BROADCASTING CONTENTS SENDING SCHEDULE

SENDING TIME	DATA BROADCASTING CONTENTS MANAGING CODE
7 : 00 : 00 ~ 7 : 12 : 45	C01
7 : 12 : 45 ~ 7 : 13 : 00	C01,C02
7 : 13 : 00 ~ 7 : 14 : 45	C02
7 : 14 : 45 ~ 7 : 15 : 00	C02,C03
7 : 15 : 00 ~ 7 : 27 : 45	C03

fig. 5

160
MESSAGE SENDING SCHEDULE

161 SENDING TIME	162 MESSAGE ID
7 : 12 : 45	01
7 : 13 : 00	02
7 : 14 : 45	01
7 : 15 : 00	02

fig. 6

301
DATA BROADCASTING CONTENTC01

```
<head>
<script>
function func1(){
    LaunchDoc("Co2");
}
...
</script>
<event>
<item type="EventMessageFired"
      message_id="01"
      onOccur="func1()" />
...
</event>
</head>
<body>
<initial_state "Visible"/>
...
</body>
```

fig. 7

302

DATA BROADCASTING CONTENTC02

```
<head>
<script>
function func2(){
    SetVisibility("Visible");
}
...
</script>
<event>
<item type="EventMessageFired"
      message_id="02"
      onOccur="func2()" />
...
</event>
</head>
<body>
<initial_state "InVisible"/>
<form>
<input type="submit" value="PURCHASE">
</form>
...
</body>
```

fig. 8

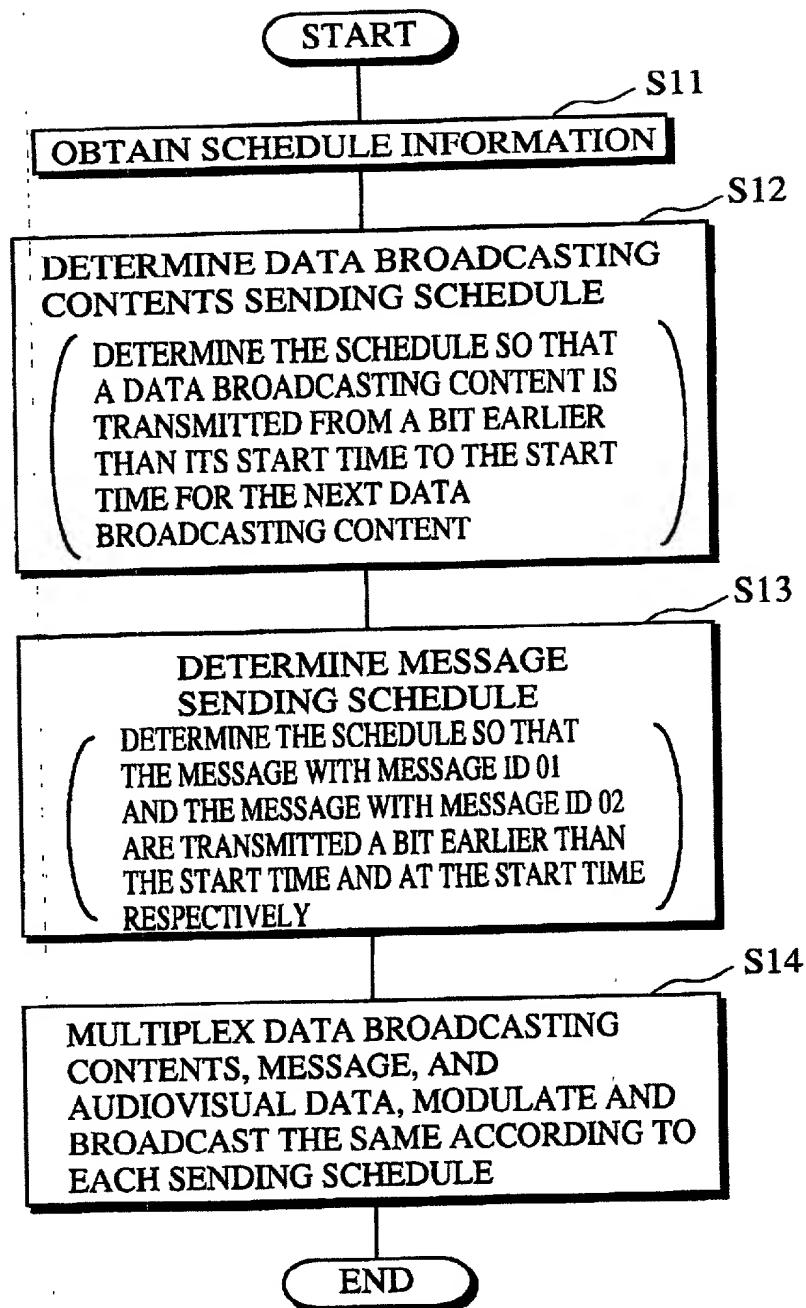


fig. 9

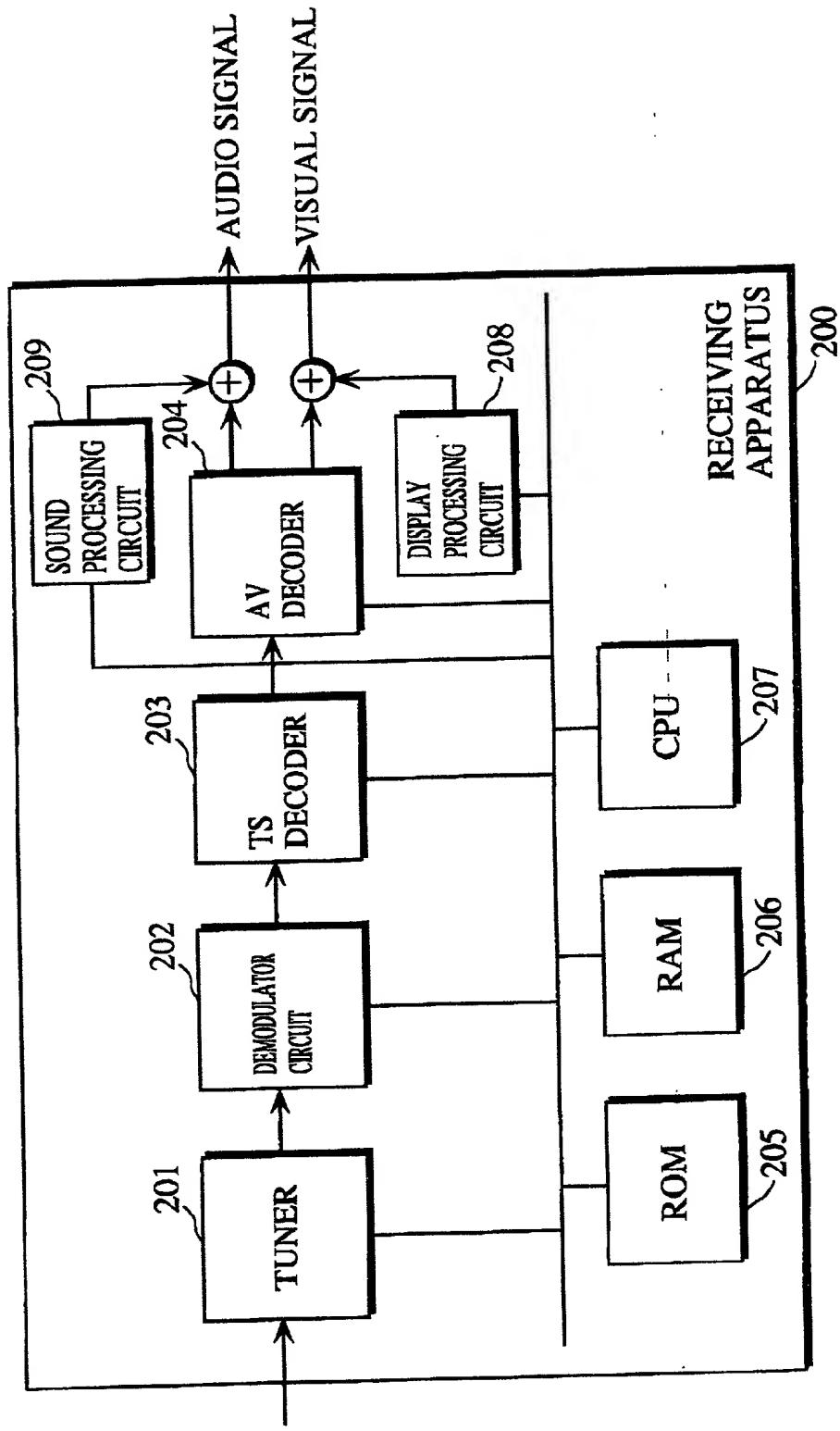


fig. 10

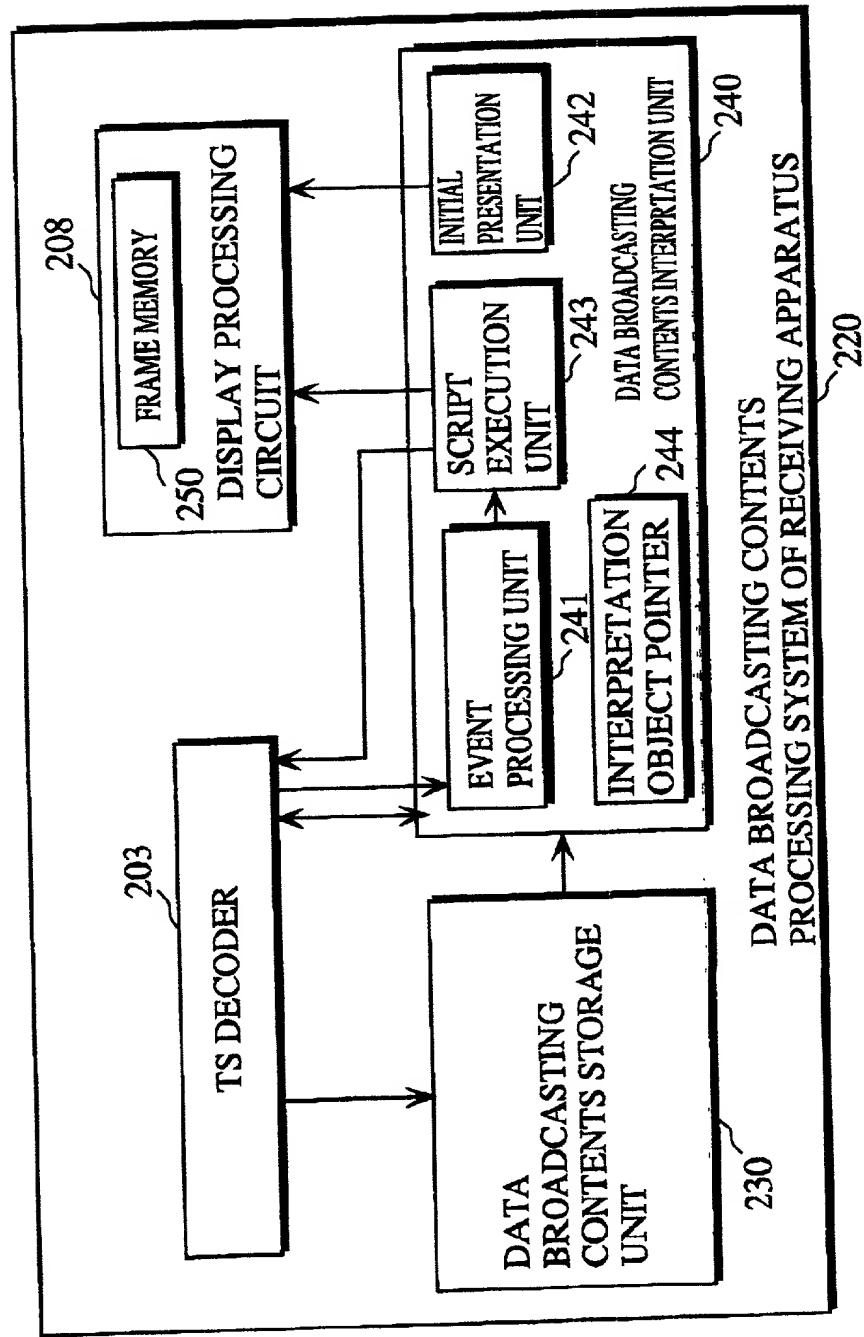


fig. 11

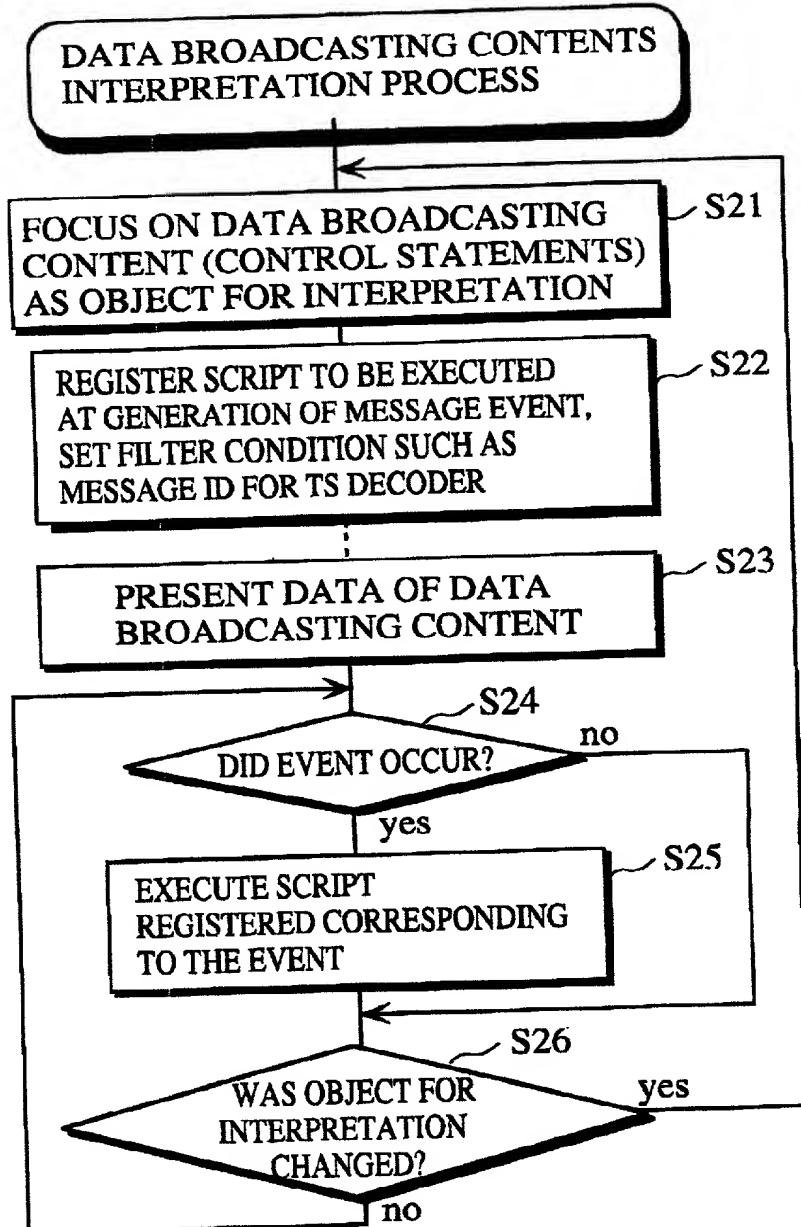


fig. 12

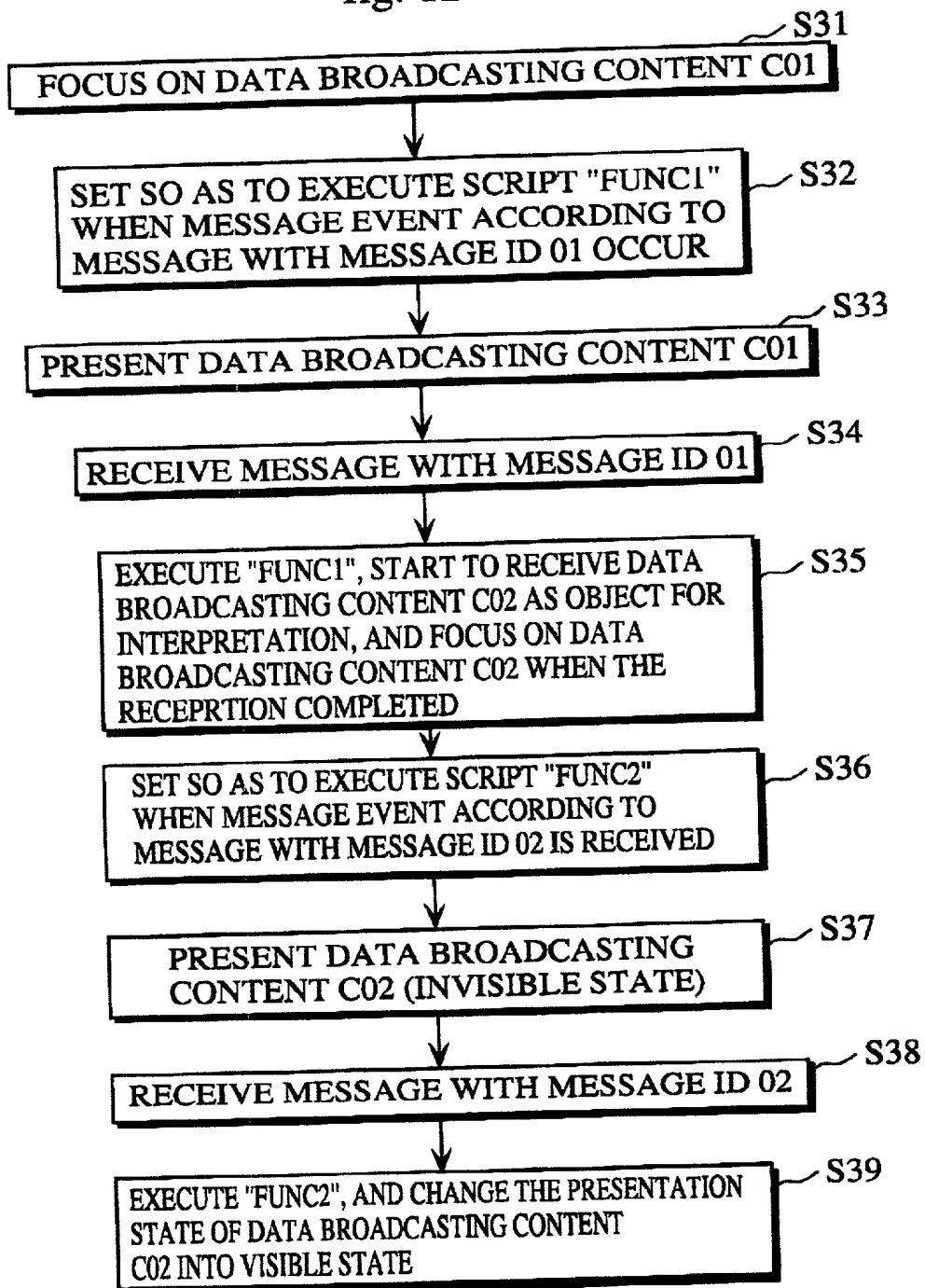


fig. 13

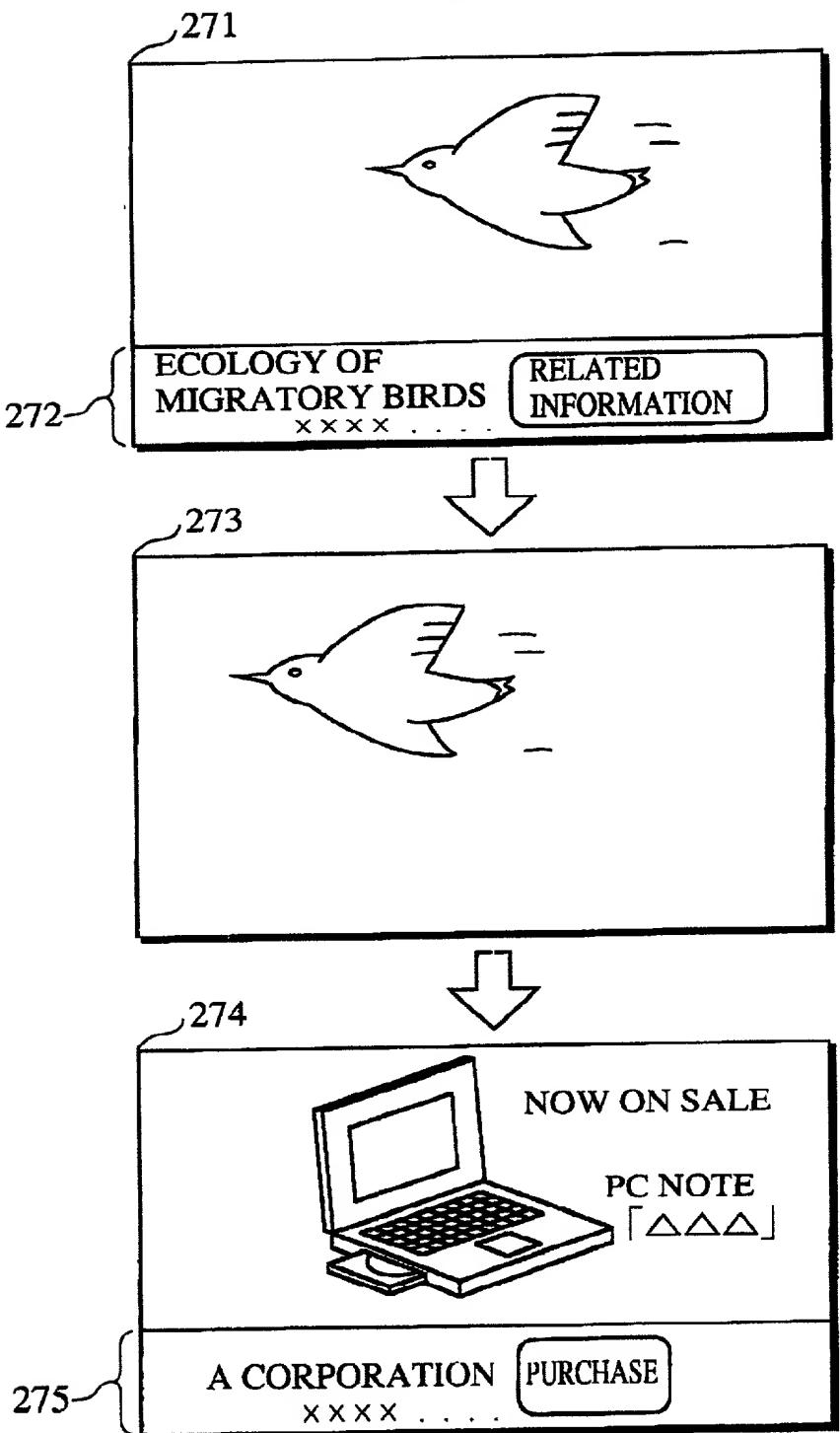


fig. 14

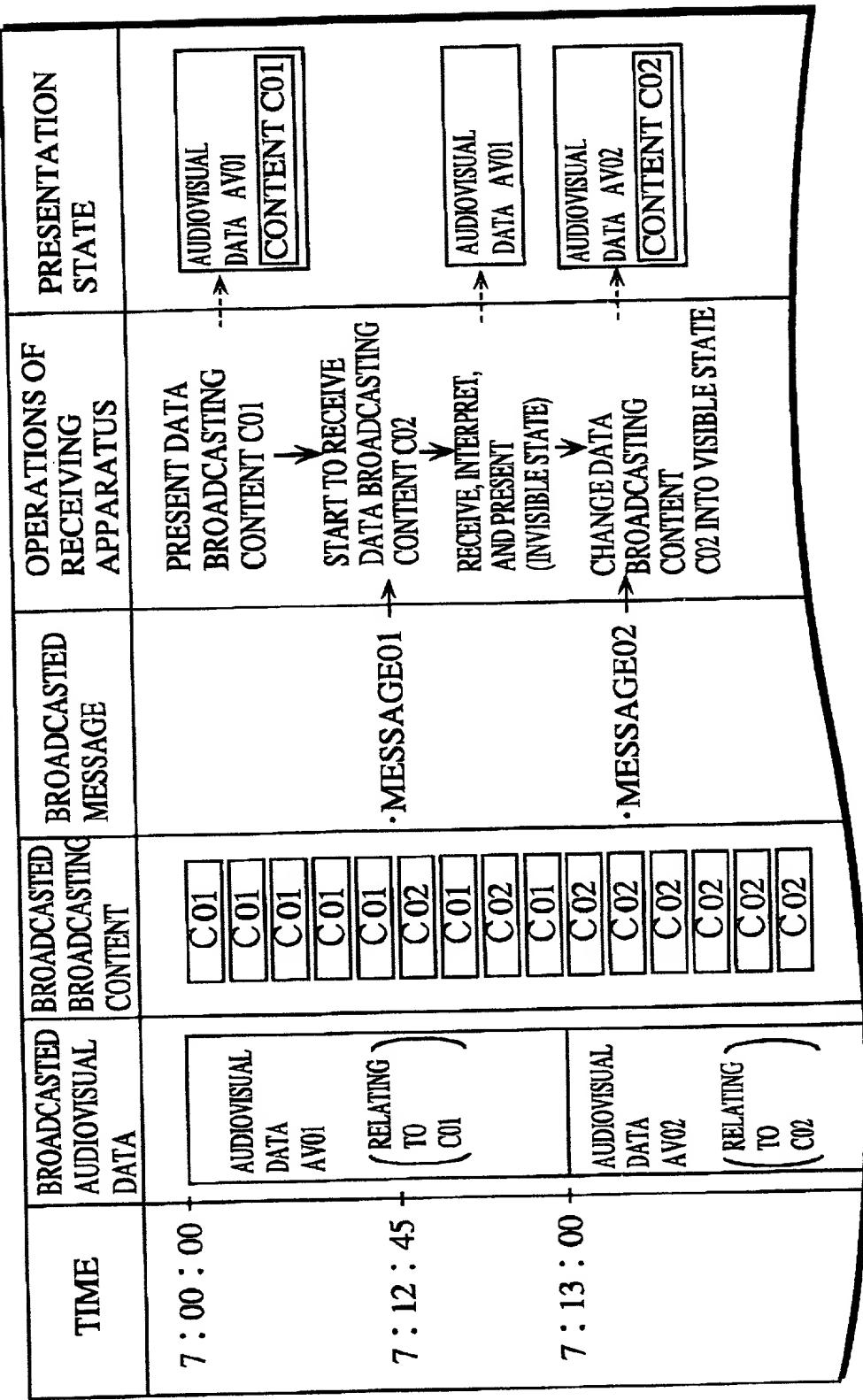


fig. 15

1301
DATA BROADCASTING CONTENTC01

```
<head>
<script>
    function func3(){
        LockContentOnMemory("C02");
    }
    function func4(){
        LaunchDoc("C02");
    }
    ...
</script>
<event>
    <item type = "EventMessageFired"
        message_id = "01"
        onOccur = "func3()" />
    <item type = "ContentLocked"
        content_id = "C02"
        onOccur = "func4()" />
    ...
</event>
</head>
<body>
    <initial_state "Visible"/>
    ...
</body>
```

fig. 16

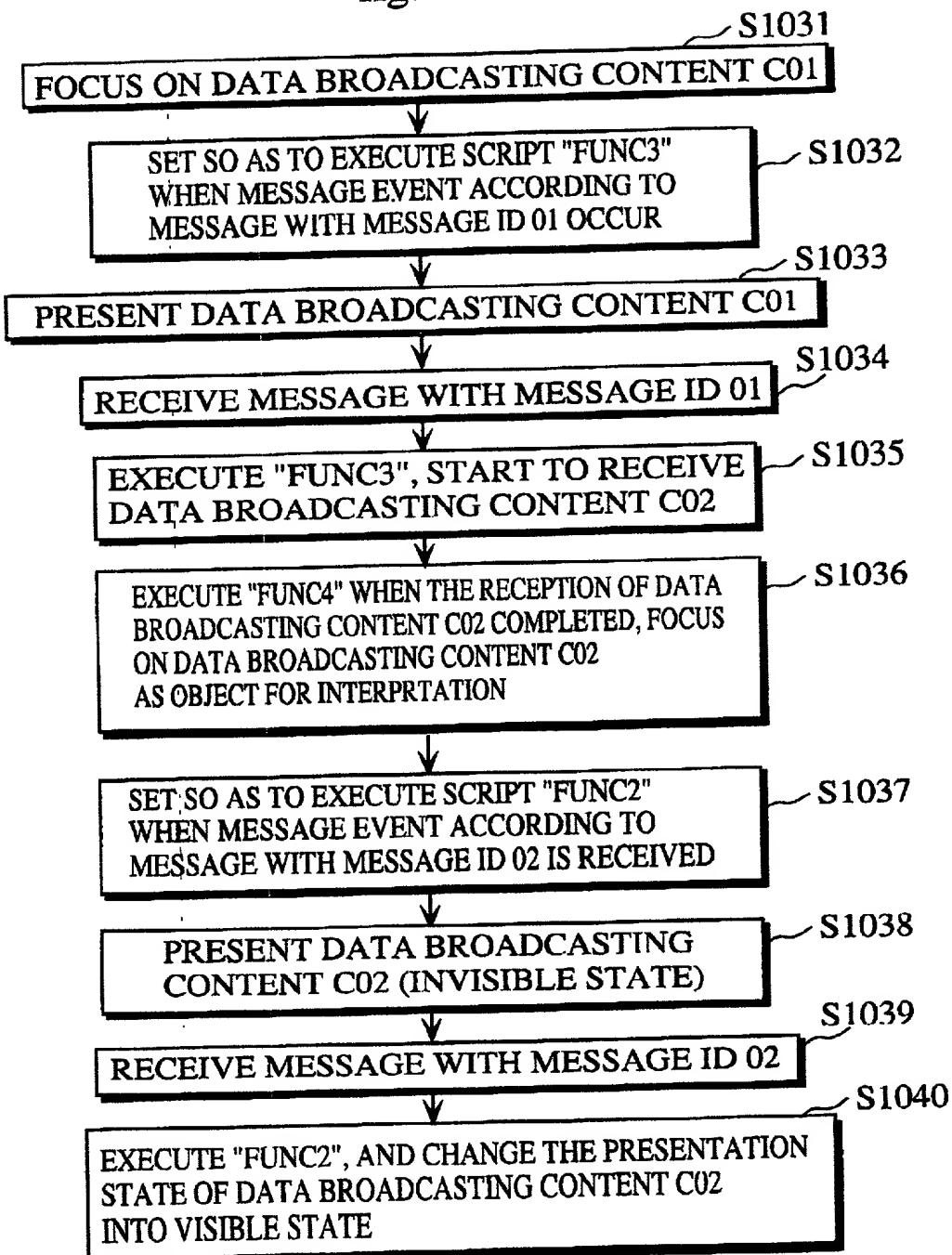


fig. 17

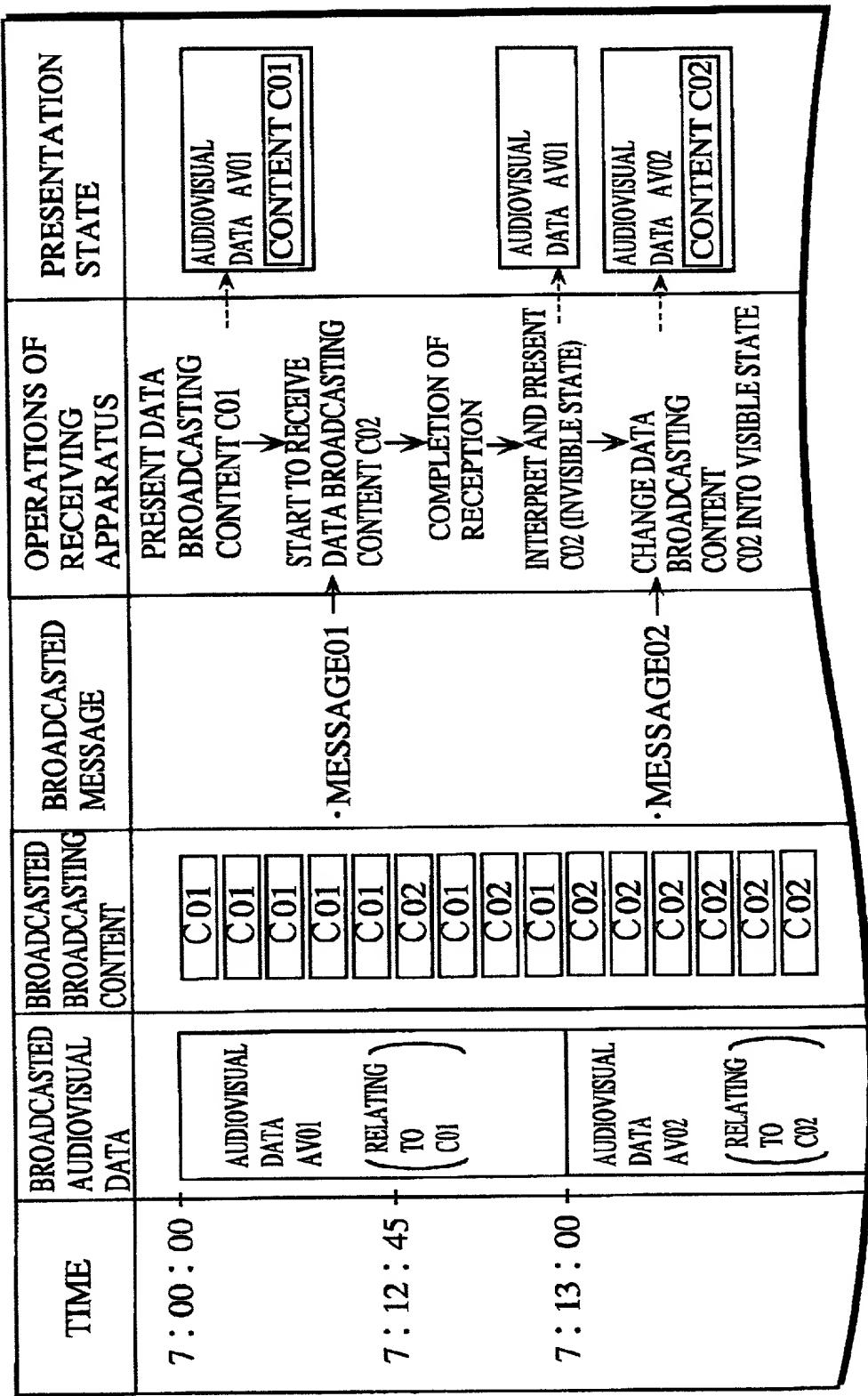


fig. 18

2301
DATA BROADCASTING CONTENTC01

```
<head>
<script>
    function func1(){
        SetVisibility("InVisible");
        LaunchDoc("C02");
    }
    ...
</script>
<event>
    <item type="EventMessageFired"
        message_id="01"
        onOccur="func1()" />
    ...
</event>
</head>
<body>
    <initial_state "Visible"/>
    ...
</body>
```

fig. 19

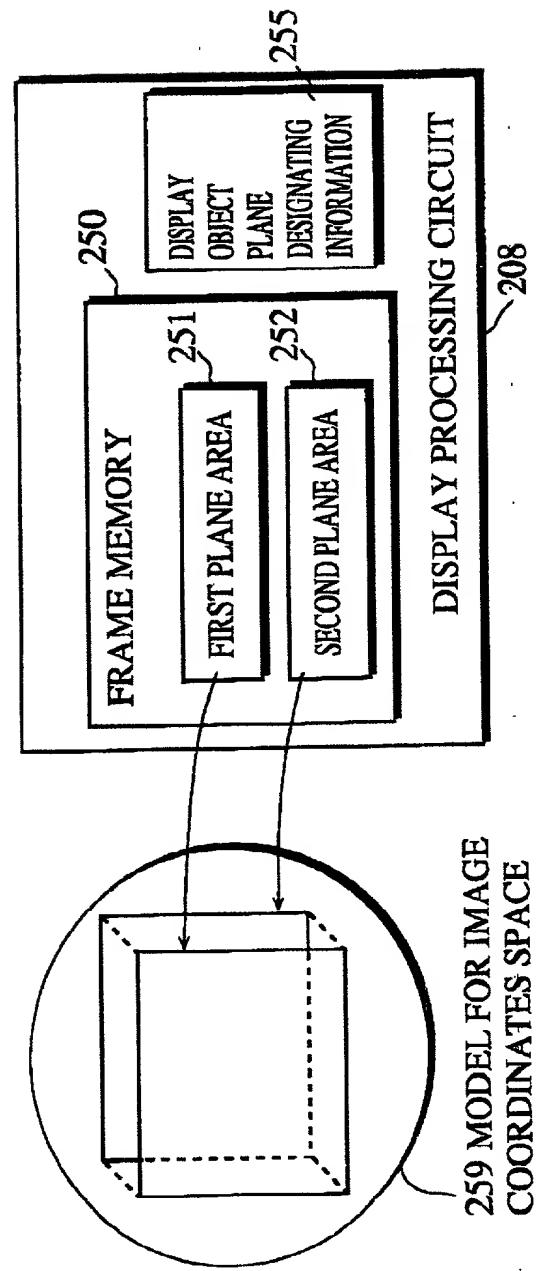


fig. 20

3301
DATA BROADCASTING CONTENTC01

```
<head>
<script>
function func1(){
    LaunchDoc("C02");
}
...
</script>
<event>
<item type="TimerFired"
      timevalue="07 : 12 : 45"
      onOccur="func1()" />
...
</event>
</head>
<body>
<initial_state "Visible"/>
...
</body>
```